

Message Text

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PAGE 01 ABU DH 01352 01 OF 02 080930Z
ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-07 /030 W
-----080955Z 083759 /15

R 071210Z MAY 77
FM AMEMBASSY ABU DHABI
TO USDOC WASHDC
INFO SECSTATE WASHDC 6026
AMEMBASSY ATHENS
AMEMBASSY DAMASCUS
AMEMBASSY KUWAIT

UNCLAS SECTION 1 OF 2 ABU DHABI 1352

E.O. 11652: NA
TAGS: BEXP TC
SUBJ: U S SPECIALIZED PETROCHEMICAL TRADE MISSION - UAE WRAP-UP

SUMMARY: ON MAY 3, TWELVE-MAN U.S. PETROCHEMICAL TRADE MISSION
CONCLUDED A SUCCESSFUL THREE-DAY VISIT TO ABU DHABI. MISSION WAS
WELL RECEIVED BY LOCAL BUSINESSMEN AND GOVERNMENT OFFICIALS, AND
POTENTIAL FOR LARGE U.S. EXPORT RESULTING FROM MISSION IS
EXCELLENT. END SUMMARY

1. SUBJECT MISSION VISITED UAE ON SECOND STOP OF A FOUR COUNTRY
TRIP. MISSION WAS MET AT ABU DHABI AIRPORT ON APRIL 29 BY
EMBASSY OFFICIALS AND OFFICIALS OF ABU DHABI CHAMBER OF COMMRCE
AND INDUSTRY. ALTHOUGH AIRLINE'S LOSS OF TWO SUITCASES
GARNISHED OTHERWISE WELL-ORCHESTRATED ARRIVAL, BOTH ERRANT BAGS
WERE RETRIEVED AND DELIVERED TO MISSION MEMBERS WITHIN TWELVE
HOURS.

2. ITINERARY: AS MISSION ARRIVED LATE IN EVENING, NO BRIEFINGS
WERE SCHEDULED UNTIL THE NEXT MORNING. AFTER RECEIVING HANDOUT
PACKAGES PREPARED BY EMBASSY, MISSION MEMBERS RETIRED. ON
MORNING OF APRIL 30 MISSION MEMBERS ASSEMBLED IN MISSION
DIRECTOR'S SUITE FOR BRIEFINGS ON THE PETROCHEMICAL INDUSTRY
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IN UAE. AND ON THE ADMINISTRATIVE DETAILS OF THEIR STAY IN
ABU DHABI. FOLLOWING THESE BRIEFINGS THE MISSION PROCEEDED TO
THE ABU DHABI NATIONAL OIL COMPANY (ADNOC) FOR A BRIEFING BY
DR. M.H. KHOUHA (DIRECTOR GENERAL) AND ABUDULLAH NASSAR
(DIRECTOR OF PROJECTS AND MEMBER OF THE BOARD OF DIRECTORS)
ON ADNOC'S PLANS FOR THE PETROCHEMICAL DEVELOPMENT PROJECTS
TO BE IMPLEMENTED AT RUWEIS. THIS SESSION WAS ALSO

ATTENDED BY THE AMBASSADOR WHO INTRODUCED THE MISSION TO ADNOC HOSTS. FOLLOWING THE ADNOC BRIEFING SEVERAL MISSION MEMBERS ELECTED TO PARTICIPATE IN AN OPTIONAL VISIT TO THE PETROLEUM EXHIBITION, A PERMANENT EXHIBIT ON ABU DHABI'S OIL PRODUCTION INDUSTRY MAINTAINED BY ABU DHABI MARINE AREAS (ADMA) AND ABU DHABI PETROLEUM COMPANY (ADPC).

3. DURING THE AFTERNOON OF APRIL 30 THE MISSION ATTENDED A RECEPTION GIVEN IN ITS HONOR BY THE ABU DHABI CHAMBER OF COMMERCE AND INDUSTRY. THIS RECEPTION WAS ATTENDED BY AT LEAST 150 LOCAL BUSINESSMEN AND GOVERNMENT OFFICIALS. THE AMBASSADOR AND ALL ABU DHABI E/C OFFICERS WERE ALSO PRESENT. BICENTENNIAL PLATE PROVIDED BY USDOC WAS PRESENTED ON BEHALF OF THE MISSION BY MISSION DIRECTOR BECK TO THE VICE-PRESIDENT OF THE CHAMBER.

5. IN THE EVENING OF MAY 1 THE MISSION ATTENDED A DINNER GIVEN IN ITS HONOR AT THE RESIDENCE BY THE AMBASSADOR. SOME THIRTY GUESTS ATTENDED INCLUDING HIGH-LEVEL OFFICIALS FROM ADNOC, ADMA, ADPC, CFP, AND THE ABU DHABI GAS LIQUIFICATION COMPANY.

6. ON MAY 2 THE MISSION MEMBERS ATTENDED A LUNCHEON AT THE HILTON GIVEN IN THEIR HONOR BY THE ABU DHABI TRADING AND CONTRACTING COMPANY, THE AGENT FOR ONE OF THE MISSION PARTICIPANTS (DAVY POWERGAS). MISSION MEMBERS ATTENDED A WRAP-UP AND FEEDBACK SESSION IN THE MISSION SUITE AT 8:00PM ON MAY 2. EARLY ON MAY 3 THE MISSION PROCEEDED TO THE AIRPORT AND DEPARTED FOR KUWAIT.

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7. PUBLICITY: PRINCIPAL MISSION PUBLICITY WAS THROUGH EMBASSY'S DELIVERY OF MISSION BROCHURES AND COMPANY CATALOGS TO LOCAL BUSINESSMEN AND GOVERNMENT OFFICIALS. IN ADDITION, ABU DHABI CHAMBER OF COMMERCE AND INDUSTRY SENT ARABIC/ ENGLISH CONDENSATION OF MISSION BROCHURES TO SOME 1000 CHAMBER MEMBERS.

8. ON MAY 2 MISSION DIRECTOR BECK WAS INTERVIEWED BY A REPORTER FROM ALWAHDA/AL ZAFRA. PHOTO AND BRIEF ARTICLE APPEARED IN MAY 3 ISSUE OF THE DAILY AL WAHDA, AND LONGER ARTICLE IS EXPECTED IN NEXT ISSUE OF AL ZAFRA, A WEEKLY MAGAZINE. COPIES OF PRESS COVERAGE WILL BE FURNISHED TO USDOC.

9. RESULTS OF MISSION: ALTHOUGH SEVERAL MISSION MEMBERS FAILED TO FILL OUT THEIR WRAP-UP FORMS BY THE TIME MISSION DEPARTED FOR KUWAIT, FROM COMMENTS MADE AT WRAP-UP SESSION ON MAY 2 IT APPEARS THAT ABOUT 40 TO 50 SALES LEADS WERE

OBTAINED IN U.A.E. THREE AGENCY AGREEMENTS WERE - OR
SOON WILL BE - SIGNED. ONE FIRM ARRANGED A JOINING VENTURE
WITH A LOCAL COMPANY. SALES DURING MISSION APPROXIMATED
\$50,000, AND FIRST YEAR SALES COULD REACH
AS MUCH AS SEVERAL MILLION DOLLARS.

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10. COMMENTS:

A) EMB APPRECIATED HARD WORK AND GOOD HUMOR OF MISSION
DIRECTOR BECK WHICH DID MUCH TO MAKE MISSION A SUCCESS. WE
STRONGLY ENDORSE IDEA OF HAVING SAME PERSON SERVE AS
ADVANCE MAN AND MISSION DIRECTOR. WE WOULD HOWEVER, LIKE
TO HAVE MORE THAN TWO WEEKS BETWEEN ADVANCE VISIT AND ARRIVAL
OF MISSION. IN ABU DHABI, MISSION CONTROL OFFICER HAS GREAT
DEAL TO DO DURING TWO WEEKS PRECEDING MISSION'S ARRIVAL,
AND VISIT OF ADVANCE MAN THEN, WHEN CONTROL OFFICER IS
ALREADY WORKING MUCH OVERTIME, IS ILL-TIMED. ADVANCE VISIT
FOR PREVIOUS ABU DHABI TRADE MISSION (U.S. WATER RESOURCES)
PRECEDED MISSION'S ARRIVAL BY ONE MONTH AND THIS WAS MORE
USEFUL FOR US.

B) EMB BELIEVES IT WOULD BE HELPFUL IF MORE COMPLETE AND
SPECIFIC INFO ON THE KINDS OF CONTACTS DESIRED COULD BE
PROVIDED EARLY IN TM PLANNING. ALTHOUGH EMB MADE APPOINT-
MENTS BASED ON INFO PROVIDED, SOME MISSION PARTICIPANTS
CLAIMED THAT THEY DIDN'T SEE QUITE THE RIGHT KIND
OF PEOPLE IN ABU DHABI OR THAT WHILE SCHEDULED APPOINT-
MENTS WERE ALL RIGHT, SOME OTHER KIND OF CONTACT THEY
WANTED TO MAKE WAS NEGLECTED.

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C) MISSION BROCHURES WERE DELIVERED TO EMBASSY ONE DAY BEFORE MISSION'S ARRIVAL. FORTUNATELY BECK BROUGHT SMALL SUPPLY ON ADVANCE VISIT, BUT WITH ONLY TWO WEEKS LEAD TIME EMBASSY WAS PREVENTED FROM PROMOTING MISSION AS THOROUGHLY AS WE COULD HAVE IF GIVEN MORE TIME. FOR ALL FUTURE MISSIONS WE WOULD LIKE TO HAVE BROCHURES A MINIMUM OF FOUR WEEKS BEFORE THE MISSION'S ARRIVAL. WE BELIEVE THIS CAN ONLY BE ACCOMPLISHED IF ADVANCE MAN COMES ONE MONTH BEFORE MISSION AND BRINGS ENTIRE BROCHURE SUPPLY OR IF BROCHURES ARE SENT BY AIR COURIER SERVICE FIRM. ONE SUCH FIRM WHICH HAS RECENTLY BEGUN SERVICE FROM THE U.S. TO THE U.A.E. IS COLICO AIR COURIER SERVICE (CARGO BUILDING 80, ROOM 242, JFK INT'L AIRPORT, JAMAICA, NEW YORK 11430; TEL 212-995-6931). AN ARTICLE ON CALICO APPEARS ON PAGE 2 OF ABU DHABI'S COMMERCIAL NEWSLETTER OF MARCH, 1977 WHICH IS AVAILABLE AT USDOC.

D) ALTHOUGH MISSION HAD CONFIRMED RESERVATIONS FOR SINGLE ROOMS (IN WRITING) AT HILTON, ABU DHABI GOV'T (WHICH OWNS THE HOTEL) BUMPED MISSION INTO DOUBLES AT LAST MINUTE. WE HAVE NEVER HAD SINGLE ROOMS FOR A TRADE MISSION IN ABU DHABI, AND AS WAS DEMONSTRATED THIS TIME, EVEN CONFIRMED RESERVATIONS PROVIDE NO GUARANTEE. AS THERE WERE ELEVEN MISSION MEMBERS, ONE OF THEM HAD TO STAY IN SINGLE ROOM SO WE WERE ABLE TO PACIFY THE ONE MISSION MEMBER WHO REFUSED TO DOUBLE UP. HAD THERE BEEN AN EVEN NUMBER OF MISSION PARTICIPANTS WE BELIEVE WE WOULD HAVE HAD MAJOR BLOW-UP ON OUR HANDS. IN LIGHT OF THIS WE ASK THAT USDOC INFORM FUTURE MISSION PARTICIPANTS THAT THERE IS ALWAYS POSSIBILITY OF HAVING TO SHARE DOUBLE ROOM IN ABU DHABI AND INDIVIDUALS NOT WILLING TO DO THIS SHOULD STAY HOME.
DICKMAN

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